

St. Louis

DEC 31 1943

FASHION CALENDAR

SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
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5						11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

FRANCES HUGHES, Editor

6 WEST 52nd STREET

NEW YORK, N. Y.

ELdorado 5-3693

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last-minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

WEEK ENDING FRIDAY, DECEMBER 31, 1943

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Just Begun	NEW STORE HOURS Abandoning holiday hours and establishing new time schedules, Wanamaker's will now be open from 9:30 A.M.-5:30 P.M. daily, except Wednesday when the store remains open from 9:30 A.M.-9:30 P.M. This eliminates 2 late evenings a week, leaving only 1. Publicity: Frances Patten, ST. 9-4700.	JOHN WANAMAKER	B'WAY AT 9TH STREET
Now Available	1944 RETAIL STORE PROMOTION CALENDAR The Sales Promotion Division of the N.R.D.G.A. has issued the 1944 Calendar. It indicates day to day commemorations throughout the year; each month has indicated percentages for important store departments based on 1942 averages from the Federal Reserve Bank. Also listed are historically important departments for each month. This Calendar is valuable for planning Advance Retail Promotions and Sales Programs. Contact: Edward Hoyt, PE. 6-2155.	N.R.D.G.A.	101 WEST 31ST STREET
Now Showing	EXHIBIT: PAINTINGS FROM GRIGGS COLLECTION Especially fine example of 14th and 15th Century Art is the Griggs collection, mostly of religious pieces. Handsomely hung against dark sapphire blue walls, Madonnas and Christ figures are included in this display. Public invited. Publicity: Charlotte Hughes, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST. GALLERY E-15
Now Going On	EXHIBIT: CAPTURED LIGHT An exhibition of experimental photography shown in the work of Man Ray, George Platt Lynes and others. This type of photography combines technical skill with creative ability. Worth seeing. Galleries open, 11 A.M.-6 P.M. Contact: Norlyst Gallery, CI. 6-7247.	NORLYST GALLERY	59 WEST 56TH STREET
Still Going On	EXHIBIT: GREEK REVIVAL IN THE U. S. A. Of continuing interest to fashion and furniture designers and architects, is the Greek Revival in the U.S.A. This is an excellent exhibit of architecture, furniture and decorative arts from the years 1820-1850. Should be seen. Publicity: Charlotte Hughes, RH. 4-7690.	METROPOLITAN MUSEUM OF ART	5TH AVE. AT 82ND ST.
Jan. 1	NEW YEAR'S DAY (SATURDAY).		
Saturday Jan. 1 2:00 P.M.	DIAMOND RING RADIO PRESENTATION During intermission of "Traviata" at New Year's matinee, Capt. William P. Stephens, matinee subscriber for the past 60 years, will be presented with a diamond and palladium ring designed around a Treble Clef. This gift commemorates the Diamond Jubilee of the Met. Opera. Contact: John Bauer, PE. 6-1200.	METROPOLITAN OPERA COMPANY	METROPOLITAN OPERA HOUSE WJZ-770 ON THE DIAL
Available About Jan. 1	SACONY PALM BEACH CATALOGUE To receive, contact: Robert Dorfman, WI. 7-2828.	S. AUGSTEIN & COMPANY	1384 BROADWAY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
About Jan. 1	APPEARANCE OF SYNTHETIC RUBBER SOLED SPORT SHOES Fabric shoes with synthetic rubber soles are the new coupon-less shoe style which will be available early this summer. Shoes for men and boys, for girls and children, made up in post-war designs, will be available to all at moderate prices. Publicity: Vera Crans, CI. 7-5000.	UNITED STATES RUBBER COMPANY	1230 SIXTH AVENUE
Saturday Jan. 1- May 1	FASHION CONTEST The theme of war and post-war fashions will inspire the annual Chicago Tribune Fashion Contest which lasts from Jan. 1st to May 1st. \$5000 in prizes will be distributed. Winning costumes will be made up in the fall to be shown at the Annual American Fashions Show in Chicago.	CHICAGO TRIBUNE	CHICAGO, ILLINOIS
Saturday Jan. 1	DINNER DANCE & DEB'S NEW YEAR'S BALL Publicity: Ted Saucier, EL. 5-3000.	WALDORF ASTORIA HOTEL	PARK AVE. AT 50TH ST. STARLIGHT ROOF

WEEK BEGINNING MONDAY, JANUARY 3, 1944

Monday Jan. 3 9:00 A.M.	FIRST SPRING WINDOW FASHIONS Advancing the spring season with a 9:00 A.M. Breakfast for the press, B. Altman's is first to launch 1944 fashions in all its windows, as well as within store. Newest styles highlighted. Publ.: Faith Willcox, MU. 9-7000.	B. ALTMAN & CO.	5TH AVE. AT 34TH ST. WINDOWS
Monday Jan. 3	OPENING PALM BEACH AND MIAMI SHOP	BONWIT TELLER (721 5TH AVENUE)	PALM BEACH AND MIAMI, FLORIDA
Monday Jan. 3	NEW RED STAR "LITTLE BOOK SHOP". Set off from the principle sections in Macy's world-famous Book Shop, is the new "Little Book Shop", especially designed and arranged for young readers. This is a new specialization in department stores, accenting attention on the very youngest readers. Low shelves, lecterns, bulletin board, and other facilities to attract young minds to Macy's "Little Book Shop." Under direction of Mrs. Eleanor Brent who cooperates with parents, teachers and librarians on children's reading. Publicity: Etta Loughran, CH. 4-2000.	R. H. MACY & CO., INC.	HERALD SQUARE STREET FLOOR

Starting Monday Jan. 3	SPRING MILLINERY SHOWINGS Open to buyers and members of the trade. Press by invitation. Members of the Millinery Creators Guild who will show their new spring lines are: DAVE HERSTEIN CO. 711 5TH AVE. JEANNE TETE 20 W. 57TH ST. G. HOWARD HODGE " " " GERMAINE MONTABERT INC. 711 5TH AVE. MIRIAM LEWIS " " " HARRY SOLOMONS & SON " " " EDGAR J. LORIE INC. " " " VOGUE HATS " " " Publicity: Miss Weintraub, PL. 3-2116.	MILLINERY CREATORS GUILD (711 FIFTH AVENUE)	INDIVIDUAL NEW YORK SHOWROOMS
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About Jan. 3	OPENING: NEW JANE ENGEL DEPARTMENT The nationally minded Jane Engel is now expanding to Hawaii, carrying California sportswear and accessories to the Jane Engel leased department in the Eleanor Withington store. Publicity: George Engel Jr., RH. 4-0300.	JANE ENGEL (1025 MADISON AVE.)	HONOLULU
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday Jan. 3 Jan. 6, 7	NEW COURSES IN GLOVE MAKING Mrs. Edith M. Hummel, formerly of Vienna, will open new courses in custom glove-making, including professional methods of stretching skins, cutting, hand stitching and designing. Classes Mon. A.M., Thurs. P.M. and Fri. evenings. For further information, contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Monday Jan. 3- Jan. 21	SHOWING OF DRUCE FASHIONS Contact: Mrs. Pearl Hogan, N.Y. representative, Leslie-James, Los Angeles.	LESLIE-JAMES LOS ANGELES	McALPIN HOTEL B'WAY AT 34TH STREET
Monday Jan. 3- Jan. 24	LECTURES ON TEXTILES On Mondays Mrs. Bradish talks on textiles in relation to material. On Thursdays through January she devotes her talk to the study of one special type of lace. Attendance free for enrollees. Publicity: Charlotte Hughes, RH. 4-7690.	MET. MUSEUM OF ART ETHELWYN BRADISH	5TH AVE. AT 82ND ST.
Tuesday Jan. 4 1:00 P.M. Luncheon	MILLINERY SAGA: "JUDGMENT OF PARIS" Opening luncheon of New Year, showing collection of early spring and summer hats presented with the usual Florell showmanship. Open to public. Press by invitation. Luncheon a la carte. Florell Publicity: Mr. Frederick, PL. 5-0895. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	WALTER FLORELL (29 E. 53RD ST.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Jan. 5 12:30 P.M.	HOUSE DRESS SYMPOSIUM Symposium held in connection with Annual Convention of the House Dress Institute, Jan. 5-6. Topics discussed will be of interest to retailers, manufacturers, and customers. Members of the government and the OPA will be present. Lew Hahn, President of NRDGA, will represent the retailers in the discussion of mutual problems. Opening day session preceded by luncheon for guest speakers. Admission by ticket only. Members of the House Dress Institute may bring guests. Publ.: Max Lovell, 1350 B'way, MU. 4-7590.	HOUSE DRESS INSTITUTE	ASTOR HOTEL B'WAY AT 44TH STREET
Wednesday Jan. 5 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW OF FINE FURS Furs for Palm Beach and other resorts. Also, hints of spring furs. Open to public. Press by invitation. Luncheon a la carte. Dein-Bacher Publicity: Miss Davis, PL. 8-0221. Waldorf Publicity: Ted Saucier, EL. 5-3000.	DEIN-BACHER INC. (WALDORF ASTORIA)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Jan. 5- Month	SHOWING OF GLAMOUR CAREER GIRLS' FASHIONS Career fashions from Glamour's March issue, selected by Glamour Career Councillors who were brought to the N.Y. Market for that purpose, will be on display in an attractive shop especially designed by Henry Callahan, Lord and Taylor Display Director. Fashions may be seen by buyers from stores which have tied in with the promotion which is exclusive with one store in a city. For appointment, contact: Peggy Sweet, MO. 4-7500.	GLAMOUR MAGAZINE	GRAYBAR BLDG., 19TH FL. 420 LEXINGTON AVENUE
Thursday Jan. 6 1:00 P.M. Luncheon	RESORT WEAR FASHION SHOW Featuring dramatic highlights in color and line, in Spring and Resort Fashions. Open to public. Luncheon, \$2. Press by invitation. Tailored Woman Publ.: Belle Irene Gillis, PL. 5-2500. Plaza: Alma Zaiss, PL. 3-1740.	THE TAILORED WOMAN (742 5TH AVENUE)	PLAZA HOTEL PERSIAN ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Jan. 6 3:00 P.M.	PRESENTATION OF SPRING MILLINERY COLLECTION "From Plymouth Rock to Rockefeller Plaza" is the theme of the Garnell "Americana" showing of hats, probably a cycle of millinery from the earliest created-in-America-hat to the current latest. Press strictly by invitation. Publicity: Lydia Strate, PL. 3-9017.	HELENE GARNELL	40 EAST 51ST STREET
Thursday Jan. 6 6:50 P.M.- 8:50 P.M.	COURSE IN THE TECH- NIQUE OF COLOR There will be a weekly talk on the subject of color matching, color terminology, judging color effects, etc.; Munsell, Ostwald and other color standards and measurements. This course will be free. Contact: William H. Peacock, Calco Chemical Div., CI. 7-0100.	WILLIAM H. PEACOCK, CALCO CHEMICAL DIV. AMERICAN CYANAMID CO.	EVENING HIGH SCHOOL 351 WEST 18TH STREET
Thursday Jan. 7 3:00 P.M.	COOKING SCHOOL RESUMES CLASSES Post-holiday resumption of Namm Store's cooking lessons with accent on new ideas to save ration points and effort. Free-of-charge. Lecturer: Elsie Sternberger, Home Economist of Brooklyn Union Gas Company. Publicity: Rhoda Friedman, TR. 5-5700.	THE NAMM STORE BROOKLYN	COLONIAL ROOM 3RD FLOOR
Monday Jan. 10 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW: "WHAT'S NEW" <i>(Spring suits in wool)</i> Russeks will present a Resort and Spring Collection of Fashions for 1944. Open to public. Press by invitation. Luncheon from \$1.25. Russeks Publ.: Beatrice Castle, WI. 7-1900. St. Regis Publ.: Mary Alice Rice, PL. 3-4500.	RUSSEKS 5TH AVE.	ST. REGIS HOTEL IRIDIUM ROOM
Monday Jan. 10 4:00 P.M.	SPRING MILLI- NERY PREVIEW The Press is invited to a showing of the Spring and Summer Hat Collection. Publicity: Elizabeth Maher, EL. 5-4248.	MADAME PAULINE	SALON 6 EAST 53RD STREET
Monday Jan. 10	COUNTRY-WIDE PRESS COMES TO NEW YORK OPENINGS Fashion reporters representing 58 newspapers from all over the country will, for the second time, visit the New York Dress Market to see Spring openings of leading creators. They are invited by the N.Y. Dress Institute for the purpose of creating good-will for the N.Y. label. The following is the schedule: <u>Mon., Jan. 10, 12:30 A.M.</u> , Buffet Luncheon, Dress Inst., 1450 B'way, 40th Fl. <u>Tues., Jan. 11, 10 A.M.</u> , Anthony Blotta, 497 7th; <u>11:30 A.M.</u> , Choice, Hansen Bang, Straus Miller, 498 7th; <u>2:30 P.M.</u> , Samuel Kass, 498 7th; <u>9:00 P.M.</u> , Nettie Rosenstein, 550 7th. <u>Wed., Jan. 12, 10 A.M.</u> , Ben Reig, 498 7th; <u>11:30 A.M.</u> , Choice, Mary Lee (Adele Simpson), 530 7th, Charles Cooper (Elfreda Dresses), 498 7th; <u>2:30 P.M.</u> , Maurice Rentner, 498 7th; <u>9 P.M.</u> , Traina -Norell, 550 7th. <u>Thurs., Jan. 13, 10 A.M.</u> , Clarepotter (Charles Nudelman), 550 7th; <u>11:30 A.M.</u> , Choice, Ann Sadowsky, 498 7th, Capri Frocks, 1372 B'way; <u>2:30 P.M.</u> , Jo Copeland (Pattulo Modes), 498 7th; <u>9 P.M.</u> , Hattie Carnegie, 711 5th. <u>Fri., Jan. 14, 10 A.M.</u> , Townley Frocks (Claire McCardell), 550 7th; <u>11:30 A.M.</u> , Choice, Joseph Halpert, Herbert Sondheim, 530 7th; <u>4 P.M.</u> , N.Y. Dress Inst. "Star" Cocktail Party, Hotel Plaza Ballroom. Publicity: Eleanor Lambert, PL. 5-8580.	NEW YORK DRESS INSTITUTE	NEW YORK SHOWROOMS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Jan. 10- Jan. 13	15TH ANNUAL CAMP CORSET SHOWING Buyers, dealers, and personnel of stores handling Camp garments are welcome to lectures and demonstrations on live models to perfect skill in fitting Camp merchandise to human anatomy. Movies and discussions included. Reservations in advance. Certificate of training to those completing course. Press invited. Contact: Mr. Sigsbee, MU. 3-9454.	S. H. CAMP CO. (200 MADISON AVE.)	McALPIN HOTEL B'WAY AT 34TH STREET
Week of Jan. 10- Jan. 14	VICTORY AND POST- WAR CONFERENCE Annual conference of the N.R.D.G.A. will take up retailing problems in 8 general sessions discussing Victory and Post-War world. Edward N. Allen, Sage-Allen, Hartford, will keynote the conference, Mon., Jan. 10th. Thereafter, there will be discussions on "Manpower and Store Employment," "Wage and Salary Stabilization," and other retailing problems. Highlights of the week include: <u>Mon., Jan. 10</u> -Talk by Paul Mazur, Partner, Lehman Bros. at Open Forum Luncheon. <u>Mon., Jan. 10, Evening</u> -"The Retailer and the OPA", by Reagan P. Connally, Director, Consumer Goods Price Division, OPA. <u>Tues., Jan. 11</u> -Talk on "Manpower and the Retailer" by the Honorable Harry S. Truman, Senator from Missouri. <u>Thurs., Jan. 13, A.M.</u> -Talk on Outlook for Post-War by Jacob Baker, Vice Pres. Institute of Applied Econometrics, and others. Press by invitation. Contact: Mr. Landau, PE. 6-2155.	NATIONAL RETAIL DRY GOODS ASSOCIATION	PENNSYLVANIA HOTEL MAIN BALLROOM
Monday Jan. 10- Jan. 15	SEMI-ANNUAL FURNITURE MARKET WEEK This is the 53rd year of semi-annual market week. Attendance exclusively by furniture dealers. Expect 1000 persons daily who will go to learn new manufacturing and distributing problems in the furniture world. Admission free. Press by invitation. Contact: L. C. Schneider, CA. 5-1160.	NEW YORK FURNITURE EXCHANGE	206 LEXINGTON AVENUE
Tuesday Jan. 11	BRIDAL-BUSINESS CLINIC Bride's Magazine, in its semi-annual Clinic projects trends-to-come in Bridal Merchandising. Morning session, 9-12 A.M., includes a talk by Marion Murtfeldt, Editor and Charlie Gilmour, Fashion Editor. The afternoon session includes addresses by experts in the home furnishings field such as Herbert T. Anderson, Paine Furniture Co.; Peter Leavitt, F. Schumacher Co., and others. Frank M. Mayfield, Pres., Scruggs-Vandervoort-Barney and former Pres., N.R.D.G.A., will be guest speaker at the luncheon; topic, "Things to Come". The afternoon session includes Wedding Talks, Bride Shop Coordination, Systems, Selling Technique, Stock Planning and Merchandising Today, conducted by Alexandra Potts. For attending entire program, \$15; price of luncheon alone, \$5. Bridal secretaries, personnel of stores and press invited. Publicity: Maryan Linck, MU. 2-1490.	THE BRIDE'S MAGAZINE	LOUIS SHERRY 300 PARK AVENUE
Tuesday Jan. 11 10:30 A.M.	PRESS SHOWING: RESORT AND SPRING HATS This collection promises to express the creative talent of Braagaard. Press by invitation only. Publicity: Rosemary Sheehan, CO. 5-3147.	ERIK BRAAGAARD	17 WEST 57TH STREET
Tuesday Jan. 11 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW: ACCESSORY CHANGES Accessory changes, such as neckwear, collars, cuffs, scarfs, etc., for use with basic costumes, will be attractively modeled and displayed. Open to	INTERNATIONAL FASHIONS (1 WEST 34TH STREET)	RITZ CARLTON HOTEL OVAL ROOM

(Continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHERE

(Continued from preceding page)

public. Luncheon a la carte. Press by invitation. International Fashions
 Publ.: Dora Miller, LO. 3-4285. Ritz Publ.: Marion Morrison, PL. 3-4600.

Tuesday Jan. 11 6:30 P.M.	DINNER MEETING Three speakers representing a buying office, chain store and retail store, will address this buyers' group. Open to members only. Cost of dinner, \$1.50. For further information and reservations, Contact: Dorothy Stote, MU. 3-3800.	INFANTS & CHILDREN'S WEAR BUYERS ASSN.	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.
Wednesday Jan. 12 10:00 A.M.	PRESS PREVIEW & SPRING SHOWING OF HATS Victor hat shows are always over-crowded. Come early so that you will get a seat. Press by invitation only. Publ.: Mildred Josephs, PL. 3-7450.	SALLY VICTOR	18 EAST 53RD STREET
NOTE.....John Frederics' Spring opening to be announced. Lilly Dache's Spring Opening will take place later in January.			
Wednesday Jan. 12 1:00 P.M. Luncheon	LUNCHEON SHOWING SPRING FASHIONS Tailored Woman presents Spring fashions for northern dwellers and southern sojourners. Open to public. Press by invitation. Luncheon a la carte. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	TAILORED WOMAN INC. (742 FIFTH AVE.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Jan. 12 Dinner 7:30 P.M.	10TH ANNUAL "CASUAL" DRESS FASHION SHOW "Keep 'Em In Stitches" is the title of the big fashion showing of the 10th Annual Dinner Dance sponsored by N.A.H.D.M. Besides fashions, the House Dress Institute's War Time Production will be on exhibit. It includes mosquito bars, mattress covers, nurses' uniforms, parachutes, camouflage netting, WAVE, WAC and Women's Marine Corps uniforms and accessories. The show is planned on a big, comprehensive scale. Dress buyers and press invited. Admission, \$15. Publicity: Mr. Lazarus, LA. 4-5549.	NAT'L ASS'N OF HOUSE DRESS MANUFACTURERS	WALDORF ASTORIA HOTEL GRAND BALLROOM
Wednesday Jan. 12 9:15 P.M.	FIRST FASHION SHOW AT TELEVISION WORK SHOP First fashion show for Television Work-shop will take place on Jan. 12th before invited store executives. Miss Glorienne Lehr, daughter of Lew Lehr, will conduct the half hour show. Purpose is to acquaint retailers with post-war uses of television in department stores and advertising agencies. This Television Fashion Show will be a traveling feature of Publicity Features Inc. For tickets, store executives, contact: Irwin A. Shane, LO. 5-5351.	PUBLICITY FEATURES INC.	DUMONT STUDIOS 515 MADISON AVENUE
Thursday Jan. 13 12:30 P.M. Luncheon	PRESS LUNCHEON INTRO- DUCING DACHE HAIR NET Weco Products' party in honor of Lilly Dache, to introduce her new Dache net, manufactured by Weco. Beginning of national promotion launches Dache in New York City at Bonwit-Teller, Lord & Taylor and B. Altman. Weco Products Publicity: Alice Dowd, J. Walter Thompson Co., MU. 4-7700. Dache Publicity: Eleanor Lambert, PL. 5-8580.	WECO PRODUCTS COMPANY	WALDORF ASTORIA HOTEL JADE & BASILDON SUITE
Thursday Jan. 13 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Presenting Palm Beach and Early Spring Fashions...suits, dresses, hats. Open to public. Luncheon \$2. Press by invitation. Publicity: Alma Zaiss, PL. 3-1740.	J. J. JONAS LTD. (12 EAST 56TH ST.)	PLAZA HOTEL PERSIAN ROOM

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Friday Jan. 14 5-7 P.M.	LONG ISLAND OYSTER & WHITE WINE TASTING Open to members and their friends. Contact: Mrs. Jeanne Owen, PL. 3-6545.	WINE AND FOOD SOCIETY	WALDORF ASTORIA HOTEL STARLIGHT ROOF
Saturday Jan. 15- Jan. 22	SPRING MILLINERY SHOWING A week long showing of new Spring Fashions. Press invited to call for appointment and come in to see collection at their convenience. Contact: Miss Irwin, PL. 3-2936.	HELEN LEIBERT	19 WEST 57TH STREET
Saturday Jan. 15	SAN FRANCISCO MARKET FEATURED Sam C. Singer, Editor.	WOMEN'S REPORTER'S FEBRUARY ISSUE	EMPIRE STATE BUILDING
About Jan. 15	PRESS PREVIEW: SPRING HATS Details in later issue of CALENDAR. Contact: Erik of Paris, PL. 3-6607.	ERIK OF PARIS	15 EAST 53RD STREET
Monday Jan. 17 1:00 P.M. Luncheon	MILLINERY LUNCHEON FASHION SHOW Open to public. Press by invitation. Luncheon from \$1.85. Publicity: Mary Alice Rice, Director of Fashion Shows, PL. 3-4500.	EMME (MILLINERY) (21 E. 56TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM
Jan. 17	SPRING MILLINERY MARKET WEEK		
Monday Jan. 17	OPENING NEW 4TH WAR LOAN Department stores are already 4th War Loan conscious and are making plans for unusual collaboration in raising this 15 billion dollar fund.	U. S. TREASURY	ALL OVER THE UNITED STATES
Monday Jan. 17-21 Friday Jan. 24-28	TEN DAY SPRING MARKET Market season divided into two periods. Buyers specifically asked to plan trips so as to avoid train travel and stop-overs in Dallas during week-end when hotel rooms are needed for Servicemen. This is the biggest market Dallas has ever held. 300 lines of women's and children's apparel and accessories will be shown for Feb.-Apr. delivery. This coincides with Dallas' determination to become a leading fashion center of this country. Contact: Keith Horan, Pres., American Fashion Assn., Adolphus Hotel, Dallas, Texas.	DALLAS MFRS. & WHOLE- SALE ASSOCIATION	DALLAS, TEXAS
Tuesday Jan. 18 9:30 A.M.	SPRING FASHION MER- CHANDISING CLINIC Though business is good, other problems beset the milliners who are gathering to discuss these matters. This Spring Clinic will highlight some of the advance merchandise trends. Virginia Pope, Fashion Editor, N.Y. Times, will direct the meeting. Open to members and friends by invitation. Publicity: Charles Steinecke, LE. 2-8415.	MILLINERY MERCHANDISING EXECUTIVES ASSOCIATION	WALDORF ASTORIA HOTEL PARK AVE. AT 50TH ST.
Tuesday Jan. 18 1:00 P.M. Luncheon	ADVANCE SPRING FASHION SHOWING First New York showing of Arpad Stern's exciting accessories. His hat novelties, jeweled combs and precious jewels are much sought after. Open to public. Press by invitation. Luncheon a la carte. Arpad Stern Publicity: Rosemary Sheehan, CO. 5-3147. Ritz Carlton Publicity: Marion Morrison, PL. 3-4600.	ARPAD STERN (2 W. 47TH ST.)	RITZ CARLTON HOTEL OVAL ROOM

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Tuesday Jan. 18 7:00 P.M. Dinner, 9:00 P.M. Show	SPRING HAT FASHION SHOW AND DINNER This dinner will precede a showing of new Spring Hat Fashion Trends. Program to be announced later. Open to members. \$15 for dinner and show. Show only, \$8.50. Fashion press by invitation. Publicity: Seymour Mittelmark, PE. 6-7494.	MILLINERY STABILIZATION COMMISSION	WALDORF ASTORIA HOTEL GRAND BALLROOM
Tuesday Jan. 18 Through Feb. 15	ART EXHIBIT BY U. S. MERCHANT MARINE Exhibit of paintings and other expressions of art, by members of the Merchant Marine. This show had an opening in the Cochran Galleries in Washington and it was both a popular and artistic success. Public invited, after preview cocktail party prior to the public opening. Publicity: Mrs. Eugene Peterson, 25 East 9th St., ST. 4-4475.	GRAND CENTRAL ART GALLERIES	15 VANDERBILT AVENUE
Wednesday Jan. 19 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Early Spring Fashions will be shown. Luncheon a la carte. Open to public. Fashion press by invitation. Arnold Constable Publicity: Jeanne Pierre, CA. 5-2300; Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	ARNOLD CONSTABLE (5TH AVE. AT 40TH ST.)	WALDORF ASTORIA HOTEL SERT ROOM
Wednesday Jan. 19 5:00 P.M.	WOOL KNIT FASHION SHOW Spring showing of new wool knit fashions, under the direction of June Hamilton Rhodes of the Bureau of Fashion Trends. Press by invitation. Publicity: Isabelle Crawford, WI. 7-7476.	WOOL KNIT ASSOCIATES	PIERRE HOTEL
Wednesday Jan. 19	17TH ANNUAL MERCHANT DISE CONVENTION Details to follow in later issue. Publ.: Herbert Matter, BA. 7-0790.	WHOLESALE DRY GOODS INSTITUTE	NEW YORKER HOTEL 8TH AVE. AT 34TH ST.
Tuesday Jan. 25 1:00 P.M. Luncheon	COLLECTION OF ADVANCE SPRING HAT FASHIONS Open to public. Press by invitation. Luncheon a la carte. Publicity: Rosemary Sheehan, CO. 5-3147; Ritz Publicity: Marion Morrison, PL. 3-4600.	PEG FISCHER (509 MADISON AVE.)	RITZ CARLTON HOTEL OVAL ROOM
Wednesday Jan. 26 10:00 A.M.	FIRST MEETING: SCIENTIFIC SECTION Members and non-members of Toilet Goods Ass'n are invited to this meeting which will take up the chemical and scientific aspects of cosmetic packaging, physical and cosmetic benefits of products. Experts in each field will make brief reports. Meeting extends through luncheon, cost for which is \$1.00 for registration plus \$3.50 for luncheon. Contact: Toilet Goods Association, CO. 5-5443.	TOILET GOODS ASS'N	WALDORF ASTORIA HOTEL PARK AVENUE AT 50TH ST.
Wednesday Jan. 26 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW Mary Lewis presents her 4th showing of Sears Roebuck styles. These mail-order fashions are challenging to the fashion industry. Everything shown, strictly new, hot off the press from the spring and summer catalogue. Sears Roebuck Publicity: Rosemary Sheehan, CO. 5-3147. Waldorf Astoria Publicity: Ted Saucier, EL. 5-3000.	SEARS ROEBUCK	WALDORF ASTORIA HOTEL SERT ROOM
Thursday Jan. 27 3:00 P.M.	SPRING HAT PRESENTATION Advance look at Spring Hats, commentaries by Paule Madoc. Open to press and trade by invitation. Publicity: Anna T. Moore, ST. 9-6000.	GERMAINE VITTU	509 MADISON AVENUE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Saturday Jan. 29 10:00 P.M. Opening, 12:00 P.M. Show	OFFICIAL OPENING: PRES- IDENT'S BIRTHDAY BALL This year's President's Birthday Ball will feature a fashion show of Louis Ritter's Furs. Advance spring styles, climaxed by award of a mink coat to the lucky winner, for the benefit of the Nat'l Foundation for Infantile Paralysis. Honorary Chairman, Mrs. James Watson Gerard; Chairman, Enter- tainment Committee. Tickets, \$12.50, including supper, obtainable from Nat'l Foundation for Infantile Paralysis at Waldorf. Publicity: Adele Brown and Dorothy King, WI. 2-4814.	NAT'L FOUNDATION FOR INFANTILE PARALYSIS	WALDORF ASTORIA HOTEL GRAND BALLROOM
Tuesday Feb. 1	FIRST SHOWING: SUMMER COLLECTIONS Members of Sportswear Guild will begin showing their summer lines about Feb. 1st, hopeful of April delivery. These are not late spring clothes but definite summer lines. Members of the sportswear Guild who will exhibit are: Adler & Adler, Davidow, David M. Goodstein, Kane-Weill, Mutual-Rosen- bloom, Charles W. Nudelman, Zoltan Rosenberg, Sport-Craft and Star-Maid. Individual dates will be announced. Contact: Bert Reinitz, LA. 4-5970.	SPORTSWEAR GUILD	INDIVIDUAL NEW YORK SHOWROOMS
Tuesday Feb. 1	7TH ANNUAL "AMERICANA" ISSUE OF VOGUE The theme of Vogue's 7th Annual "Americana" issue is "What's Happened to L 85?", how this dress ruling has affected fashions and the grooves it has worn in the fashion picture. Promotion ideas for shoes, hats, dresses, suits and coats will be pictured and described, and ways suggested for stores to exploit "Americana" a la Vogue. Store cooperation, contact: Frederika Fox, MO. 4-7500.	CONDE NAST	420 LEXINGTON AVENUE
Monday Feb. 7	OPENING SUMMER SEASON COLLECTIONS Individual dates, not yet determined, will be announced. The F.O.G.A. Openings attract large numbers of buyers to N. Y. and greatly stimulate all other openings during the time buyers are here. Representatives from all over the country are expected in for this event. Contact: Leonard Gendler, CH. 4-6945.	FASHION ORIGINATORS' GUILD OF AMERICA	INDIVIDUAL NEW YORK SHOWROOMS
Wednesday Feb. 16 10:30 A.M.	ANNUAL SPRING CUSTOM- ORDER COLLECTION To date, Milgrim's is one of the earliest among the "big 6" to show its Custom-order Spring Collection. Open to press by invitation. Opening dates of the other leading custom-order fashion houses will be announced as they appear. Milgrim Publicity: Ruth Waltz, CI. 7-7200.	MILGRIM'S	SALON 6 WEST 57TH STREET
Thursday Feb. 17 3:00 P.M.	PREVIEW: SPRING CUSTOM- MADE COLLECTION This is the opening launching of Jay Thorpe's Spring Fashions. Press by invitation. Publicity: Martha Swigant, CI. 7-4300.	JAY THORPE	SALON 24 WEST 57TH STREET
Wednesday Feb. 23 10:00 A.M.	PRESS PREVIEW: CUSTOM- MADE COLLECTION Press, strictly by invitation. Publicity: Rosemary Sheehan, CO. 5-3147.	CHEZ NINON	SALON 785 5TH AVENUE
Thursday Feb. 24 5:30 P.M.	PRESS SHOWING OF SPRING FASHIONS This is the Annual Spring Opening Collection for the Bergdorf Goodman store. Open only to invited press and members of the Bergdorf Personnel. Public- ity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	SALON 754 5TH AVENUE

MUSIC... THEATRE... MOVIES... NIGHT SPOTS

Friday.....PREMIERE: "DESTINATION TOKYO" (Movie) STRAND THEATRE, B'WAY AT 47TH ST.
 Dec. 31 A submarine warfare movie, produced by Warner Bros., starring Cary Grant, John Garfield, and Alan Hale. Publicity: Eve Siegel, CI. 6-1000.

Friday.....ROSSINI'S "BARBER OF SEVILLE", METROPOLITAN OPERA HOUSE, B'WAY AT 39TH ST.
 Dec. 31 With Lily Pons; Pelletier conducting. Publ., Constance Hope, PL. 3-3390.

Saturday....VERDI'S "LA TRAVIATA", METROPOLITAN OPERA HOUSE, B'WAY AT 39TH STREET
 Jan. 1 On same evening, popular price performances, Moussorgsky's "Boris Goudunoff!"
 2:00 P.M. Publicity: Constance Hope, PL. 3-3390.

Monday.....OPENING: "RAMSHACKLE INN", ROYALE THEATRE, 242 WEST 45TH STREET
 Jan. 3 An escape comedy, produced by Robert Reud, starring Zasu Pitts, Luella
 8:40 P.M. Gear, Dorothy Mackaill and a good supporting cast. Publ.: Richard Maney,
 WI. 7-6939.

Monday.....OPENING: "OVER 21", MUSIC BOX THEATRE, 239 WEST 45TH STREET
 Jan. 3 A comedy written by Ruth Gordon, actress, in which she has the principal
 8:40 P.M. role, supported by Denny Moore, Kay Aldridge and others. Costumes, Main-
 bocher. Publicity: Nat Dorfman, ME. 3-0858.

Tuesday.....OPENING: "A LADY COMES HOME" PLAYHOUSE THEATRE, 137 WEST 48TH STREET
 Jan. 4 This is a dramatic vehicle for Ruth Chatterton, her former husband, Ralph
 8:40 P.M. Forbes and Frank Conway. Miss Chatterton's gowns by Mainbocher. Publicity:
 Vince McKnight, BR. 9-1023.

Thursday....OPENING: "STORM OPERATION" BELASCO THEATRE, 115 WEST 44TH STREET
 Jan. 6 The Playwrights Co. is presenting Maxwell Anderson's 25th play with Myron
 8:40 P.M. McCormick, Gertrude Musgrove and Bramwell Fletcher in the leading roles.
 Costumes, Rose Bogdanoff. Publicity: Phil Stevenson, CI. 5-7930.

Tues Thursday....PREMIERE: "LIFEBOAT" (Movie), ASTOR THEATRE, BROADWAY AT 45TH STREET
 Jan. 8 11 The much-heralded 20th Century Fox production of a war story of a torpedoed
 freighter, with Tallulah Bankhead and John Hodiak. Costumes, Rene Hubert.
 Publicity: Jeanette Sawyer, CI. 6-0950.

Thursday....PREMIERE: "GOVERNMENT GIRL" (Movie) PALACE THEATRE, B'WAY AT 46TH STREET
 Jan. 6 An R.K.O. Picture, starring Olivia De Haviland and Sunny Tufts. Costumes,
 Edward Stevenson. Publicity: Rutgers Neilson, CO. 5-6500.

Monday.....PREMIERE: "THE MIRACLE OF MORGAN'S CREEK" (Movie) PARAMOUNT, B'WAY AT 43RD
 Jan. 20 19 A Paramount picture, directed by Preston Sturges, starring Betty Hutton,
 Eddie Brachman, Diana Lyman. Costumes by Edith Head. Publicity: Aileen
 Brenon, BR. 9-8700.

Thursday....OPENING: "JACKPOT" ALVIN THEATRE, 250 WEST 52ND STREET
 Jan. 13 Musical comedy by Howard Dietz and Vernon Duke and Guy Bolton. Costumes,
 8:40 P.M. Kiviette. Publicity: Karl Bernstein, CI. 7-7151.

Tuesday.....OPENING: "SONJA HENIE", MADISON SQUARE GARDEN, 8TH AVENUE AT 50TH STREET
 Jan. 18 Sonja Henie and her 1944 Hollywood Ice Revue, will be at Madison Square
 Garden for 15 nights, from Jan. 18-27 and from Jan. 31-Feb. 4. Publicity:
 Lillian Jenkins, CO. 5-6800.

Thursday....OPENING: "MEXICAN HAYRIDE" IMPERIAL THEATRE, 249 WEST 45TH STREET
 Jan. 20 The long awaited carriage trade musical-opening of the season, produced by
 8:40 P.M. Michael Todd. Music, Cole Porter. Lyrics, Herbert and Dorothy Fields.
 Cast includes June Havoc, Bobby Clark and others. Costumes, Mary Grant.
 Publicity: Frank Goodman, CI. 7-4374.

Wednesday...OPENING: "PEEP SHOW", FULTON THEATRE, 210 WEST 46TH STREET
 Jan. 26 An escape comedy by Ernest Pascal with Tamara Geva, John Emery and others.
 8:40 P.M. Sets and costumes, Lemuel Ayers. Publicity: Fred Spooner, CH. 4-7693.

Wednesday...PREMIERE: "LADY IN THE DARK", PARAMOUNT THEATRE, BROADWAY AT 43RD STREET
 Feb. 16 This is the most expensive picture of the year for Paramount. Starring
 Ginger Rogers, Ray Milland and a costly supporting cast. Play by Moss
 Hart with Weill-Gershwin music. Costumes, Raoul Pene du Bois, Edith Head
 and Mme. Karinska. Publicity: Aileen Brenon, BR. 9-8700.